✓ Demonstration of the effects of speed in the risk of pedestrians crashes in Mexico and Brazil

✓ Goal Zero Conference at the Spanish Parliament on Dec. 10th 2018

✓ Study on the safety of new personal mobility systems/vehicles (electric scooters and the like)

✓ Stem cell therapy approved by the Spanish Drug (Medicine) Agency
Demonstration of the effects of speed in the risk of pedestrians crashes in Mexico and Brazil
Goal Zero Conference at the Spanish Parliament on Dec. 10th 2018

International Conference “From Vision Zero to Goal Zero? Global leadership in advancement in Road Safety”

Madrid, December 10, 2018
Study on the safety of new personal mobility systems/vehicles (electric scooters and the like)
Stem cell therapy approved by the Spanish Drug (Medicine) Agency
✓ Demonstration of new advanced vehicle systems for cyclist safety, Madrid June 2019
✓ Demos in Boston
✓ Extension of our child passenger safety programme to CL and AR
✓ New collaborations on child education in CL and PE
✓ Opinion from FICVI victims associations on the progress in Pillar V during the decade
✓ Safety action for informal cyclist and motorcyclists workers
✓ Work for the V World Road Safety Week
Demonstration of new advanced vehicle systems for cyclist safety, Madrid June 2019

**CYCLIST WITH VEST**

- **Level of Care**
  The attention increases when the cyclist is detected, and a tunnel effect of concentration is created towards him.
- **Level of Remembrance**
  There is a higher level of recall of cyclists with vests but less of the indirect environment to the focus.
- **Risk Perception**
  The greater the visibility of the cyclist, the greater the motor stress in driving and the greater the awareness of the danger that the cyclist is running.

**CYCLIST WITHOUT VEST**

- **Level of Care**
  Attention decreases by 33% when riding with cyclists without a vest.
- **Level of Remembrance**
  The lower visibility of cyclists without a vest results in a lower recall rate.
- **Risk Perception**
  The lower the visibility of the cyclist, the more reckless driving and the more danger for the cyclist.
Demos in Boston
**Extension of our child passenger safety programme to CHILE and ARGENTINA**

**Number of births** in 2017 259,795 in the province of Buenos Aires  
**Number of births** in 2016 231,749 in Chile

**Articulation.** Collaboration agreement with the Ministry of Health, the Association of Obstetricians of Argentina, the College of Midwives of Chile and Fundación Mapfre

**Proposal**

**Material Distribution of Guides** (260,000 in Argentina and 250,000 in Chile)  
**Training.** Training of trainers. UNED Course
New collaborations on child education in CHILE and PERÚ

**Perú**

Inter-institutional cooperation agreement between the National Road Safety Council of Peru and the MAPFRE Foundation with the objective of establishing guidelines for close collaboration and cooperation, with the aim of promoting joint activities, execution of plans and projects in the short, medium and long term, for the management, formulation, execution and development of actions aimed at achieving common institutional goals and objectives, for the benefit of road users. The collaboration with the entity would have an execution term of 5 years and the annual collaborations would be developed through an annex to this agreement. These annexes will detail the activities and their budget and will be submitted in due course to the approval of this Agreement.

**Chile**

**CONASET.** Signature of a collaboration agreement in order to establish a collaboration and joint strategy in order to carry out joint activities, implementation of plans and projects in the short, medium and long term, for the management, formulation, implementation and development of actions aimed at achieving common institutional goals and objectives, for the benefit of road users. The actions foreseen for this collaboration in 2019 will be:

1. Training of teachers in road safety
2. Road Safety facilitator Training Program
Opinion/assessment from FICVI victims associations on the progress in Pillar V during the decade

In preparation:

Pillar 5 diagnosis in LAC

(victims perspective)
• Introducción general
• Objetivo del informe
• Antecedentes
  .- Situación
  .- iniciativas
• Objetivos de la Década de Acción (a modo general)
  .- Objetivo inicial
  .- Nivel de consecución
• Acciones implementadas:
  .- Repaso general de los principales logros en cada uno de los 5 pilares en Iberoamérica
  .- Aportaciones a esos objetivos y al pilar V por parte de FICVI
  .- Otras contribuciones de FICVI en otros pilares
  .- Ejemplos de buenas prácticas
• Resultados
• Retos actuales: pilar V y los demás pilares
• Propuesta de objetivos y plan de acción en el pilar V para la siguiente década
• Énfasis en Objetivo Cero y ODS.
• Conclusiones

Opinion/assessment from FICVI victims associations on the progress in Pillar V during the decade

La visión de las víctimas viales al cierre de la Década de Acción en Iberoamérica.
Propuesta de FICVI y Fundacion MAPFRE
Work for the V World Road Safety Week

Fifth United Nations Global Road Safety Week
6-12 May 2019

Save Lives
# SpeakUp

Talking on your cell phone multiplies crash risk by 4. Don’t let your cell phones distract you #NotNow. You have the solution to reduce road crashes 🚗🚗. Which of these measures do you think would be the most appropriate? #SpeakUp

Leadership for Road Safety

# NotNow
Impresiones (FB + TW): 9.378.980 (número de visualizaciones de la campaña)

Interacciones (FB + TW): 95.970 (usuarios que han interactuado, de una u otra manera, con nuestros contenidos)

Total votos (FB+TWITTER): 21.092 respuestas (contabilizadas), de las cuales 3.123 han sido tweets de usuarios que han posteados en sus muros de twitter.

Resultados encuesta:

- No te enrolles/llamadas cortas: 12,78%
- Más Sanciones: 30,77%
- Implicar Operadoras: 11,41%
- Más concienciación: 45,04%
Work for the V World Road Safety Week

Eu não uso o celular, e você?

#NotNow

Save Lives

#SpeakUp

Fundación MAPFRE

UN

www.unroadsafetyweek.org